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AUTHOR Campbell, Dana; And Others
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ABSTRACT

The purpose of this study was to measure library users' reactions to the physical characteristics and the information and treatment received at the Orem (Utah) Library information desk. Over a 3-day period, a questionnaire designed by the researchers was distributed to 207 users, ages 11 and over, as they left the library. The results were analyzed by using SPSS/PC+ to conduct frequency, cross-tabulation, and chi-square tests. The findings indicate that the vast majority of the library's users (95%) were satisfied with the information desk's physical facilities; 85.1% of the respondents claimed that they were fully satisfied with the information received; and over 97% said that they were satisfied with the librarians' courtesy and interest. It is noted that factors which determined whether the data collectors would approach a potential participant (e.g., participant's age, usage of the information desk, time of day, and the data collectors' skills in asking for the user's participation) created a bias as to who participated in the study. It is further concluded that because some of the information service librarians were aware of the survey (and their behavior may have been affected as a result), data should have been collected over a longer period of time. (3 tables and 21 references) (SD)

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BRIGHAM YOUNG UNIVERSITY

OREM PUBLIC LIBRARY INFORMATION/REFERENCE SERVICE

LIBRARY USER STUDY

A RESEARCH REPORT SUBMITTED
IN PARTIAL FULFILLMENT OF

LIS 696

LIBRARY OPERATIONS RESEARCH

SCHOOL OF LIBRARY AND INFORMATION SCIENCES

BY

DANA CAMPBELL

LYNDA LARREMORE

MARY ANN OLSON

PROVO, UTAH

APRIL, 1990

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CHAPTER 1

INTRODUCTION

In order to efficiently use each department within a library, on-going evaluations of the present service and facilities are necessary. The results of the evaluation can then assist in the decision-making process for needed changes within each specific department in order to best serve the library users' needs.

The setting for this March 1990 study was the Orem Public Library (also referred to as OPL) located in Orem, Utah. The city of Orem has a population of 52,000 (est.). Approximately 22,000 children reside in Orem. Orem is predominantly Caucasian (51,000). Other races residing in the Orem area are black, hispanic, and Asian/Pacific Islanders. The labor force includes almost equal percentages of professional/managerial, technical support, blue collar, and service-oriented positions. There are twenty public schools in the Orem (Alpine School District) area which include fifteen elementary, three junior high, and two senior high schools (U.S. Dept. of Commerce 1980, P1-P43).

The purpose of this study was to measure the library users' satisfaction with the physical facilities and information and treatment received at the main floor information desk and to make any needed recommendations.

Statement of the Problem

(1) Which of OPL's physical facilities produce library users' satisfaction with information services? and (2) How frequently are the library users satisfied with the information and treatment received from the OPL information service staff?

Importance of the Study

This library user study was requested by OPL to assist in their on-going evaluation of the main floor information service. The data collected from this study may be used to assist OPL in the information service decision-making process.

Research Questions

1. Which physical facilities of the main floor information desk are the library users satisfied with?
2. Which physical facilities of the main floor information desk are the library users dissatisfied with?
3. How frequently are OPL library users satisfied with the OPL hours?
4. How frequently are OPL library users dissatisfied with the OPL hours?
5. How frequently do OPL library users feel satisfied with the information they receive at the main floor information desk?
6. For what reasons are OPL library users dissatisfied with the information they receive at the main floor information desk?
7. How frequently do OPL library users feel satisfied with the treatment they receive at the main floor information desk?

8. How frequently do OPL library users feel dissatisfied with the treatment they receive the main floor information desk?

9. Is there a correlation between age group and library user dissatisfaction?

10. Is there a correlation between library user gender and treatment received?

Assumptions

It was assumed that the physical facilities of the main floor information desk area would affect library user satisfaction. It was assumed that the reference librarian's treatment towards the library user would affect his/her satisfaction. It was also assumed that the information the library user received would affect his/her satisfaction. The final assumption was that a satisfied library user would continue to use the information services.

Delimitations

This study did not include the circulation desk, and the magazine, media, and children's reference desks. The overall physical structure of OPL was also omitted from the study. This study was limited strictly to OPL and cannot be generalized to other libraries of similar size across the nation.

Definition of Terms

Information: Verbal or written response the OPL library user receives from the reference librarian.

Information desk: The main floor information desk of the OPL where library users go to make their information requests. (Not to be confused with the main floor circulation desk.)

Information service: Personal assistance provided by members of the information staff to library users in pursuit of information. Synonymous with reference service.

Library survey: "A systematic collection of data concerning the management, activities, services, programs, and users of a library. Singly or in combination with any or all aspects of the library to determine if the library is meeting its objectives. It may be conducted within the library or by outside consultation" (Young 1983, 132).

Library user: "A person who uses library materials or services. Preferred to the term 'reader' since library collections contains materials that may be read, viewed, or listened to. The term 'user' denotes a library advocate or supporter" (Young 1983, 132).

Orem Public Library user: People who use the information services at the Orem Public Library. For the purpose of this study OPL library users will be classified in the following categories:

A. Less than age of 11 (excluded from the study).
B. Young library user: Ages 11-18
C. Adult library user: Ages 19-65
D. Older adult library user: Age 66+

Physical facility: Library building or the part of a building in which the library and its equipment are housed. The physical facility will be limited to the main floor information desk area of Orem Public Library. The factors that library users will judge subjectively include:

A. Ease of locating the information desk.
B. Adequate seating in the information area.
C. Atmosphere:
    1. Noise level
    2. Lighting
    3. Bookshelf appearance
D. Accessibility
    1. Convenience of library hours
    2. Access for handicapped (physically and visually impaired)

Reference Librarian/Information staff: All full-time, part-time, and volunteer employees who staff the information desk and provide information service at Orem Public Library.

Satisfaction with information found or suggested by reference librarians (also referred to as information received): A perception judged subjectively by the OPL library user as (1) Yes, fully, (2) Yes, partly, and (3) Not found.

Treatment: The librarian's behavior toward the library user. The library user will judge subjectively according to:

A. Courtesy
B. Interest

User satisfaction: Satisfaction is clearly a state of mind experienced or not experienced by the library user. The library user should go away from the information desk contented and with his information need met. Every library user will have his or her own interpretation of satisfaction (Tessier 1977, 383). On the Orem Public Library User Survey the library user will indicate satisfaction by marking with either "OK" or "Not OK" to reflect user satisfaction.

CHAPTER 2

LITERATURE REVIEW

Many library user studies have been conducted and published in library literature. The main focus of these studies has been to determine the characteristics of library users and their use patterns (Harris 1986, 234). This "old model of [library] user studies" has helped librarians identify their clientele and library use patterns, but these types of studies have been "pushed as far as helpful" (Harris 1986, 252). In reporting the results, many authors cite the need for further research. This "further study," however, usually goes on being neglected, thus libraries and librarians continue to develop and implement the same type of library user studies (Strong 1980, 367). What librarians and libraries need to do is focus on these specific areas where further study is needed.

One neglected area in library literature is library user satisfaction with library information services, also referred to as reference services. This type of study may be neglected because there is no one definition for effective information service when it is evaluated by library users (Strong 1980, 367; Powell 1984, 95). Information service evaluations which exclude library user surveys are able to define effective reference service

by pre-determined definitions and criterion. How do you measure information service effectiveness and library user satisfaction when each library user has his/her own definitions? Library user responses will be based purely upon individual judgments and these judgments are influenced by innumerable social variables (Michell 1987, 100). These library user evaluations are still needed. How else will librarians determine what library users expect from library information services? (Strong 1986, 369)

Library User Satisfaction: The Factors That Influence It

The basic factors that determine library user satisfaction include: (1) library user expectations, (2) the treatment the library user receives from the librarian, and (3) whether the library user receives the information or service he sought (Tessier 1977, 383; Strong 1986, 368). The key factor is library user expectations. This factor alone is why librarians need to do more library user studies which identify specific library user expectations. The two areas where the library user has pre-determined expectations are: (1) treatment from the librarian and (2) the answer received. Reference service library user studies should identify problems in these areas. This information would supplement the decision-making process in long-term planning.

One incongruent aspect of library user satisfaction studies that Murfin and Gugelchuk point out is the difference between library user satisfaction and answer accuracy. They ask the question:

> Why have so many studies found high levels of patron satisfaction when . . . unobtrusive observation suggests that only 50% of reference questions are answered correctly? (Murfin 1987, 317)

This may be directly related to library user expectations. Library user evaluations of reference services are important because they are the only way to measure library user expectations. The library user's point of view can be very different from a librarian's point of view (Tessier 1977, 385-386). Library user expectations are based upon many factors, one of which is the importance of his/her need and its purpose, whether job-, educational-, or leisure-related (Strong 1980, 368).

Tessier identifies other factors that affect library user satisfaction: (1) the library user may not know what to expect of the librarian, (2) the library user may have communication problems, (3) the library user may feel uncomfortable asking a stranger for help or admitting ignorance, and (4) the library user may be reluctant to ask for help because of time constraints or doubts about the librarian's ability to meet his need (Tessier 1977, 385-386).

Physical Facilities: The Effect on Library User Satisfaction

One area of reference service that has been overlooked is the adequacy of the physical facilities. Are the library users satisfied with the physical facilities? Do they care about the physical surroundings? What specifically are they concerned about?

Library users are attracted to a "relaxed informality" that they are accustomed to in businesses (Stoakley 1982, 47). If the library user were to find the reference service area acceptable, then the library user is likely to feel comfortable with other areas of the library as well. The information desk area should be spacious and cheerful to give the library user a feeling of warmth and friendliness (Stoakley 1982, 42).

Specific Studies

Although library literature dealing with library user evaluation of reference services is limited, there are a few current studies which may help. Murfin and Gugelchuk's article helped in designing an instrument to measure library user satisfaction. The goal of their study was to:

> . . . develop a [reliable and valid] survey instrument and a data collection protocol that would assess the outcome of the reference transaction and identify factors related to successful and nonsuccessful performance (Murfin 1987, 315).

The instrument they designed compares the librarian's assessment of the reference interview with the library user's assessment. The unique aspect of the Murfin/Gugelchuk instrument is its attempt to distinguish between library user satisfaction with the service and library user satisfaction with the answer (Murfin 1987, 330). No other study made this distinction.

Conclusion

It seems evident from the review of the literature that there is a need for more library user evaluation of library information services. Specifically, more studies identifying user expectations need to be done. With these studies, the effectiveness of library reference services may be evaluated according to the user expectations. From there, libraries may implement changes in their reference service which would better meet the needs and expectations of their users.

CHAPTER 3

METHODOLOGY

A questionnaire designed by the researchers was used to collect the data on library user satisfaction with the physical facilities and the information service received at OPL.

The questionnaire format was appropriate for this study because it is: (1) commonly used, (2) utilizes the natural setting, (3) valid, (4) assesses multiple factors, (4)timely, (5) easy to interpret, (6) less expensive than other methods of study, (7) a quick method of gathering immediate information, and (8) less intimidating for the library user to complete (Murfin and Gugelchuk 1987, 317).

Each item on the Orem Public Library User Survey (see Appendix B) was given a variable name and coded for easy data entry into the computer for analyses. Frequencies, crosstabulations, and chi-square analyses were conducted and significant at the .05 level.

Design of the Study

The study was designed to gather data regarding library user satisfaction in a three-day time period, from March 22-24, 1990. Data were collected during operating hours of OPL: Thursday, 10-9; Friday, 10-6; and Saturday, 10-5.

Population

The population studied included library users who used the main floor information desk of OPL during the scheduled data collection period. The Orem Public Library User Survey was distributed to library users upon leaving OPL. Participants in the study were selected by using the following criteria: (1) time of day, (2) age (11 or over), (3) usage of OPL's main floor information desk, and (4) ability of the distributor in asking for the library user's participation.

Instrument

The Orem Public Library User Survey was used to collect the data. This instrument was designed for the study because of a lack of specific reference (information) services library user questionnaires.

The Orem Public Library User Survey was pretested at the Provo (Utah) Public Library for a half-day period prior to the distribution of the Orem Public Library User Survey at OPL. As a result of the pretesting, changes were made for ease and comprehension in completion of the Orem Public Library User Survey.

Limitations

The sampling was not done randomly. Participants in the study were selected for their age, usage of the main-floor information desk, time of day, and the data collector's skill in asking for the library user's participation.

Biases occurred as to whom participated in the study as a result.

The study was conducted during a three-day period. It was not possible to obtain an accurate representation from OPL's library user population during those three days: however, it was assumed the data were as reasonably representative as possible of the clientele of OPL.

The results of the Orem Public Library User Survey may aid OPL with their long-term planning. The results of the Orem Public Library User Survey cannot be generalized to other libraries.

Methodological Assumptions

In addition to the assumptions stated in the preceding paragraphs, it was assumed that the library users completing the Orem Public Library User Survey responded honestly and correctly. It was assumed that those individuals who collected the data fully understood the Distribution Instructions. The final assumption was that all participants in the library user study could read and understand the Orem Public Library User Survey.

Data Collection Procedures

1. Members of the L.I.S. 696 course were the distributors of the Orem Public Library User Survey to the library users of OPL. (See Appendix A for signup of hours and telephone numbers for distributors.)

2. They were given Distributor Instructions (see Appendices A and C) on how the Orem Public Library User Survey should be completed.

3. The distributors were given an envelope containing blank user survey forms, pencils, clipboards, and name tags. The distributors were responsible for their own envelope.

4. OPL was responsible for setting up table and chairs for the library users to complete the Orem Public Library User Survey.

5. During his/her shift, the distributor asked individuals leaving OPL if they (1) used the services of the main floor information desk, and (2) wished to participate in the study.

6. If a person agreed to participate, the Orem Public Library User Survey was given to him/her to complete.

7. The participant was directed to the table and chairs.

8. Estimated time of completion was less than 1 minute.

9. The Orem Public Library User Survey was returned by the participant to the distributor upon completion.

10. The distributor then thanked him/her for his/her time in filling out the Orem Public Library User Survey.

11. The completed Orem Public Library User Survey was placed in the envelope.

12. The envelopes were returned to the researchers by 11 a.m. Monday, March 26, 1990.

CHAPTER 4

ANALYSIS OF DATA

The Orem Public Library User Survey was distributed to library users leaving Orem Public Library from March 22 - 24, 1990. Two hundred and seven library users completed the Orem Public Library User Survey. Of those 207, only 198 were usable. Nine were unusable because of incompleteness of answer given by the respondents, inability of the research team to interpret answers given, and some of the respondents were less than 11 years old.

Each variable was analyzed by using SPSS/PC+ to conduct frequency, crosstabulation, and chi-square analyses. The chi-square analysis was significant at the .05 percent significance level.

The findings indicate that the OPL library users were satisfied with the physical facilities, information, and treatment received at the main floor information service desk.

Satisfaction and Dissatisfaction with Physical Facilities

The first four research questions were: (1) Which physical facilities of the main floor information desk are the library users satisfied with? (2) Which physical facilities of the main floor information desk are the library users dissatisfied with? (3) How frequently are OPL

library users satisfied with the OPL hours? (4) How frequently are OPL library users dissatisfied with the OPL hours?

Overall, the OPL library users were satisfied with the physical facilities of the main floor information desk. The percentage of satisfied library users was high in the areas of the location of the desk, bookshelves, noise level, and seating. All these factors received a satisfactory rating of at least 95 percent by the respondents. Of the 198 who responded to the location of desk, 97.9 percent were satisfied; 2.1 percent were dissatisfied. Of the 178 who responded to the bookshelves, 97.8 percent were satisfied; 2.2 percent were dissatisfied. Of the 192 who responded to the noise level, 96.4 percent were satisfied; 3.6 percent were dissatisfied. Of the 173 who responded to the adequate seating, 95.4 percent were satisfied; 4.6 percent were dissatisfied.

The three factors with less than 95 percent satisfaction were lighting, accessibility to the handicapped, and library hours. Of the 188 who responded to lighting, 93.6 percent were satisfied; 6.4 percent were dissatisfied. Of the 128 who responded to accessibility to the handicapped, 89.1 percent were satisfied; 10.9 percent were dissatisfied. Of the 179 who responded to library hours, 83.2 percent were satisfied; 16.8 percent were dissatisfied. Of those dissatisfied with the library hours, the written comments indicated they would like the library open longer Friday and Saturday evenings.

Table 1 represents a summary of the physical facilities factors, number of respondents to each factor, and the percentage of those satisfied and dissatisfied with the factors.

Table 1

Satisfaction and Dissatisfaction with Physical Facilities

Physical Facility	No. Respondents	% Satisfied	% Dissat.
Location of desk	198	97.9	2.1
Bookshelves	178	97.8	2.2
Noise level	192	96.4	3.6
Adequate seating	173	95.4	4.6
Lighting	188	93.6	6.4
Accessible to handicapped	128	89.1	10.9
Library hours	179	83.2	16.8

User Satisfaction with Information Received

The fifth research question was: How frequently do OPL library users feel satisfied with the information they receive at the main floor information desk?

Of the 195 who responded, 85.1 percent were fully satisfied with the information received. Of the 195 who responded, 11.3 percent were only partly satisfied, and 3.6 percent indicated that their answer could not be found.

Reasons for User Dissatisfaction with Information Received

The sixth research question was: For what reasons are OPL library users dissatisfied with the information they receive at the main floor information desk?

Of the 195 respondents, a total of 14.9 percent were either partly satisfied with the information received or

found no information. Not all of the 14.9 percent indicated their reason for dissatisfaction. Of those who did indicate their reason, the main reason was that there was not enough information available.

Other reasons for dissatisfaction included: found nothing to answer their need, 4.5 percent; the library user needed more in-depth information, 4.0 percent; and the information need could not be found in a book, 3.0 percent. The remaining reasons (information not relevant, found too much information, the library user needed simpler material, incorrectness of the information, and miscellaneous reasons) had percent ranges of 1 percent or less.

Table 2 represents a summary of the reasons for dissatisfaction with the information received, total number of respondents to the Orem Public Library User Survey, number who were dissatisfied with the information received, and the percentage of those dissatisfied.

Table 2

Reasons for User Dissatisfaction with Information Received

Reasons	No. Respondents	No. Dissatisfied	% Dissatisfied
No information found	198	13	6.6
Found nothing	198	9	4.5
Need more in-depth information	198	8	4.0
Could not find in book	198	6	3.0
Information not relevant	198	2	1.0
Found too much	198	2	1.0
Need simpler material	198	2	1.0
Correct information	198	0	0.0
Other	198	5	2.5

User Satisfaction with Treatment from Librarian

The seventh and eighth research questions were: (1) How frequently do OPL library users feel satisfied with the treatment they receive at the main floor information desk? (2) How frequently do OPL library users feel dissatisfied with the treatment they receive at the main floor information desk?

OPL library users felt that OPL information service librarians treated the library users with courtesy and showed interest in their information need. Of 194 respondents, 97.9 percent were satisfied with the courtesy of the librarian; 2.1 percent were dissatisfied. Of 189 respondents, 97.4 percent were felt satisfied that the librarian showed an interest in their information need; 2.6 percent were dissatisfied.

Table 3 represents a summary of the satisfaction of treatment received, number of respondents, percent satisfied, and percent dissatisfied.

Table 3

User Satisfaction with Treatment from Librarian

Treatment	No. Respondents	% Satisfied	% Dissatisfied
Courtesy of librarian	194	97.9	2.1
Librarian's interest	189	97.4	2.6

Age and User Dissatisfaction

The ninth research question was: Is there a correlation with age group and library user dissatisfaction with physical facilities and information received?

This research question was not answered because results could not be analyzed due to the fact that more than 20 percent of the cells had expected values of less than 5.

Gender and Treatment Received

The tenth research question was: Is there a correlation between library user gender and treatment received

This research question was not answered because results could not be analyzed due to the fact that more than 20 percent of the cells had expected values of less than 5.

However, female library users were more likely than males to be dissatisfied with the courtesy of and interest shown by the information desk librarian. Of the 126 female

respondents, 4 or 2.1 percent were not satisfied with the courtesy of the librarian. Of the 68 male respondents, all were satisfied with the courtesy of the librarian.

Of the 123 female respondents, 4 or 2.1 percent were not satisfied with the interest shown by the librarian in their information need. Of the 66 male respondents, only 1 or .5 percent was not satisfied with the interest shown by the librarian in their information need.

Library User Commentary

The OPL library users made comments about the quality of the main floor information desk and the Orem Public Library. They expressed their satisfaction with OPL and made many positive comments. The following statements are representative of the positive comments made:

"Very helpful, found what I needed in minutes."

"The people I talked to were friendly and able to help me right away."

"It was quite friendly. Questions were fully ans wered."

"I think the Orem Library is outstanding."

Of the very few negative comments made, they generally were concerned about the length of the library hours on Friday and Saturday. The following statements are representative of the negative comments made:

"I wish the library stayed open later on Friday and Saturday."

"Too noisy."

"No one at the information desk when I needed help."

"I think you need more tables; they are always taken."

Some of the other comments made by library users were:

"Media services were friendly and considerate."

"This library is great, and I am here whenever pos sible."

CHAPTER 5

SUMMARY AND CONCLUSIONS

The purpose of this study was to measure the library users' perception of Orem Public Library's main floor information desk service. This study specifically wanted to determine: (1) Which of OPL's physical facilities produce library users' satisfaction with information services? and (2) How frequently were the library users satisfied with the information and treatment received from the OPL information service staff?

A questionnaire designed by the researchers was used to collect the data on library user satisfaction with the physical facilities and the information service received at OPL. The study was designed to gather data regarding library user satisfaction within a three-day time period from March 22-24, 1990. Data were collected during operating hours of OPL. The Orem Public Library User Survey was distributed to 207 library users, ages 11 and above, as they left the library. The results of the Orem Public Library User Survey were analyzed by using SPSS/PC+ to conduct frequency, crosstabulation, and chi-square tests.

The results of the data analyses showed that the OPL library users were satisfied with the physical facilities

for the main floor information desk. From the written comments made, OPL library users were concerned with the extent of library hours on Friday and Saturday. The majority of the OPL library users (85.1%) were satisfied with the information received at the main floor information desk. Of those who were dissatisfied, the main reason for dissatisfaction was that there was not enough information available. The OPL library users felt that OPL information service librarians treated them with courtesy and showed interest in their requests. Because the results of the chi-square analysis were invalidated, no correlation between age and satisfaction or gender and satisfaction could be made.

Conclusions

The library users of Orem Public Library that use the information service desk on the main floor were satisfied with the physical facilities and service. The physical facilities met the library users' needs, the information service librarians were courteous to the library users and were interested in their needs.

Even if the library users did not leave OPL with the information needed, they were satisfied with the quality of information service received. If the librarian at the information desk treated the library user courteously and appeared to be interested in the library user's needs, the library user felt satisfied. It was concluded from this study that if the library user was satisfied with the physi-

cal facilities of the library and the treatment from the librarian, they would come away satisfied even if their information need were not completely met.

Recommendations

It is recommended that the Orem Public Library Information Service continue their friendly, helpful service. The library users are satisfied with both the present physical facilities and treatment from the information service staff.

The research team recommends that: (1) Orem Public Library consider expanding their operating hours on Fridays and Saturdays; (2) consideration be made for adjustments in lighting at the information service area; and (3) evaluation of access for the disabled be made.

Because of written comments made expressing concern with the lack of seating, the research team also recommend that more seating be provided in the information service desk area.

Suggestions For Improving the Present Study

One problem encountered during the study was that some of the OPL information service librarians were aware that the data was being collected. This may have affected the behavior of these librarians. In order to improve this situation, it is recommended that the data collection be spread out over an extended period of time. If the data were collected randomly during all operating hours for each

day of the week the librarians would be less aware of the research team's presence, and it should make less of an impact on the quality of information service.

Communication with the OPL representative was also a problem for the research team. The OPL representative needed to be better informed by the course instructor of the methodological design of the research.

A minor problem encountered in this study was data collectors not turning up for their designated shifts. It would have helped if the research team members had reminded the data collectors of their specific time shifts.

The final problem to be discussed is the location for pretesting the survey instrument. The research team experienced an unforeseen problem when selecting the Provo Public Library for the pre-test site. The Provo Public librarians had not been informed by their administrators that permission had been given for the pre-testing. They seemed upset that the research team was present. It is recommended that the research team request that the librarians at the pre-test site be made aware of when the pre-testing is to be done.

Suggestions for Further Research

A comparative study, in the area of how library users perceive the quality of reference service provided as compared to how information service librarians perceive the quality of service given, is needed.

An expanded study, which would collect data from each of the service desks (circulation, main floor, magazine, media, and children's desks), is needed. Many times the library users stated that they had used the information service, but not the one on the main floor.

A study of the overall quality of information service is needed. The research team found that several OPL library users' used information service on a regular basis, but had not specifically used the information service on the day the data were being collected. A comparison of overall information service rating by library users to immediate information service ratings would be helpful.

APPENDIX A

DISTRIBUTION INSTRUCTIONS

WHAT TO TAKE WITH YOU:

Please obtain from Lynda, Dana, or Mary Ann your questionnaire packet. In this packet you will find the following items:

1. Blank OPL User Surveys
2. Pencils (already sharpened)
3. Name Tag
4. Distributors' Data Collection Schedule
5. Clipboards (if needed)

WHAT TO DO NEXT:

1. **ARRIVE at Orem Public Library TEN MINUTES BEFORE YOUR designated SHIFT IS TO BEGIN.**

2. A table and chairs will be set up at the south end of the library foyer. There should also be a waste basket near by and a clipboard on a chair seat. **AVOID ENTERING THE LIBRARY AREA IF AT ALL POSSIBLE.** We're trying to be as discreet as is possible and not influence the quality of service being given at the information desk while we are there.

3. **SET OUT** (at one end of the table) all of your **MATERIALS** before the shift begins. Leave room at the table for library users to write.

4. CLOSING AT THE END OF YOUR SHIFT:

   a. Put everything (except clipboard) in your envelope.

   b. Leave the clipboard on a chair seat. **DO NOT LEAVE ANYTHING ON THE TABLETOP!**

   c. Turn your envelope in to Lynda, Dana, or Mary Ann no later than **11 A.M. Monday, March 26th.** If you have difficulty locating any of us, please leave the packet in the School of Library Science Office.

5. PROBLEMS:

   a. **IF YOU RUN OUT OF BLANK QUESTIONNAIRES**, you are done for the shift.

   b. If you are not going to be able to do your shift, **YOU ARE RESPONSIBLE FOR CONTACTING A REPLACEMENT AND GETTING YOUR MATERIALS TO HIM/HER**!

AS THE PATRON EXITS THE LIBRARY AREA:

1. **APPROACH** those individuals that appear age 11 or older.

2. **STATE** THE FOLLOWING:

   a. "**Hi**" or "**Hello**" or "**Excuse me.**"

   b. "**Did you ask a librarian any questions today?**"

   If the response is "**NO**" thank the library user for stopping and send them on their way.

   If the response is "**Yes**" proceed to Step 3.

3. NEXT ASK:

   "Was it where you check out books or at the main floor information desk?

   IF FURTHER CLARIFICATION IS NEEDED:
   You may add additional information to help the library user understand exactly which area of the library you are referring to. "On the main floor, through the glass doors, to the left..."

   If the response is "**Check out desk**" thank the library user for stopping and send them on their way.

   If the response is "**Main floor information desk**" PROCEED TO STEP 4.

4. SAY THE FOLLOWING:

   "**We are doing a library user study for Orem Public Library. Could you take a minute or two to complete a questionnaire for us?**"

5. **IF** the response is "NO" thank the library user for stopping and send them on their way.

   IF the response is "YES" PROCEED TO STEP 5.

6. **DIRECT THE LIBRARY USER TO THE TABLE AND CHAIRS.** Instruct the library user to take a seat. (e.g. "Please take a seat at the table, and I will give you a questionnaire to complete."

7. **WHEN** THE LIBRARY USER **COMPLETES** THE QUESTIONNAIRE:

   a. **THANK THEM** for helping us complete this study.

   b. **PLACE** the completed **QUESTIONNAIRE** in your **ENVELOPE**.

TEAM MEMBERS NAMES AND PHONE NUMBERS

Buckley, Jonathan	375-4577 (H)	378-2926 (W)
Campbell, Dana	375-7036	
King, Yvonne	785-8022	
Larremore, Lynda	375-7626	
Olson, Mary Ann	373-3006 (H)	378-4006 (W)
Orth, Sheri	375-2730 (H)	378-4006 (W)
Ricks, Thom	377-7207	
Wang, Rong	371-2043	
Zielke, David	377-6673	

APPENDIX B

OREM PUBLIC LIBRARY USER SURVEY ____

(1) Based on today's library visit, please place a check (✓) in the appropriate column:

OK	NOT OK	
___	___	Location of desk
___	___	Seating
___	___	Noise level
___	___	Lighting
___	___	Bookshelves (neat, messy, etc.)
___	___	Library hours
___	___	Books accessible (to handicapped)
___	___	Courtesy of the librarian
___	___	Librarian's interest in my request
___	___	Other, please tell us: _____

(2) Were you satisfied with the information found or suggested?

___ Yes, fully (go to question #4)
___ Yes, partly (go to question #3)
___ Not found (go to question #3)

(3) If you answered Question #2 as Yes, partly or Not found, why weren't you satisfied?

___ Found nothing
___ Found too much
___ Not enough
___ Needed simpler material
___ Needed more in-depth information
___ Not relevant
___ Couldn't find in book
___ Not sure if information was correct
___ Other reasons, please tell us: _____

(4) What year were you born? ____

(5) Sex: ____ Male ____ Female

Please comment about the service you received at the information desk today.

Please comment or make suggestions for the Orem Public Library here.

APPENDIX C

DATA COLLECTION SCHEDULE

	MARCH 22 THURSDAY	MARCH 23 FRIDAY	MARCH 24 SATURDAY
10:00	Jonathan Buckley	Dana Campbell	Rong Wang
11:00	T.Ricks J. Buckley	Dana Campbell	Rong Wang
NOON	Thom Ricks	Dana Campbell	Mary Ann Olson
1:00	Yvonne King	Mary Ann Olson	Mary Ann Olson
2:00	Yvonne King	Mary Ann Olson	Dana Campbell
3:00	David Zielke	Mary Ann Olson	Dana Campbell
4:00	David Zielke	Sheri Orth	Dana Campbell
5:00	Lynda Larremore	Sheri Orth	Team
6:00	Lynda Larremore	----	----
7:00	Lynda Larremore	----	----
8:00	Lynda Larremore	----	----

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